

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Naressi et al. Examiner: Peter Cyrus Mehravari

Serial No. 10/598,381 Art Unit: 2612

Filing Date: September 23, 2008 Atty. Docket No.: 33836.00.0098

Confirmation No.: 3352

Title: **RFID ENABLED MEDIA SYSTEM AND METHOD**

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Submitted via EFS

AMENDMENT AND RESPONSE

Dear Examiner Mehravari:

In response to the final Office Action mailed December 21, 2011, Applicants submit a request for continued examination and the following amendment and response:

Amendments to Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.